

# Barrington Broadcasting Group LLC

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May 20, 2011

## **VIA COURIER**

Mr. Lewis C. Pulley  
Assistant Chief, Policy Division  
Media Bureau  
Federal Communications Commission  
445 12th Street, S.W.  
Washington, D.C. 20554

**Re: WPDE-TV (17012) -- Response to 2011 EEO Audit Letter**

Dear Mr. Pulley:

Barrington Myrtle Beach License LLC, licensee of station WPDE-TV, Florence, South Carolina ("WPDE" or "Station"), hereby responds to your letter dated as of March 29, 2011, stating that the Station (including the employment unit of which it is a part) was randomly selected for an EEO audit. The employment unit includes employees who provide certain services for WWMB (Florence, SC) pursuant to a grandfathered time brokerage agreement. The licensee is a subsidiary of Barrington Broadcasting Group LLC ("Barrington").

The responses, which are provided in the order of the requests in Section 3 of your letter, were prepared under the supervision of the employment unit's President/General Manager William Huggins who serves as the unit's EEO Officer, with the assistance of the unit's EEO Coordinator Linda Revel, and have been generally reviewed by me as an officer of the licensee. Barrington headquarters provides human resources and certain other administrative services to the employment unit.

**3(a) "Copies of the Unit's two most recent EEO public file reports, described in Section 73.2080(c)(6). For any stations in the Unit that have websites, provide each web address. If the Unit's most recent EEO public file report is not included on or linked to on each of these websites, indicate each station involved and provide an explanation of why the report is not so posted or linked, as required by Section 73.2080(c)(6). In accordance with Section 73.2080(c)(5)(vi), provide the date of each full-time hire listed in each report provided."**

The license renewal application filing anniversary date for WPDE is August 1. Exhibit A attaches the EEO Public File Reports for the 24-month period July 31, 2008 to July 31, 2010. The cover sheets supplied in Exhibit B identify the dates of each full-time hire covered by the reports. WPDE maintains a website at [www.carolinalive.com](http://www.carolinalive.com) and the most recent EEO Public File Report is posted on the Station's website at: <http://www.carolinalive.com/uploadedFiles/wpde/EEO%20REPORT%202.pdf>.

- 3(b) "For each Unit full-time position filled during the period covered by the above EEO public file reports, or since your acquisition of the Station, if after that period, dated copies of all advertisements, bulletins, letters, faxes, e-mails, or other communications announcing the position, as described in Section 73.2080(c)(5)(iii). Include copies of all job announcements sent to any organization (identified separately from other sources) that has notified the Unit that it wants to be notified of Unit job openings, as described in Section 73.2080(c)(1)(ii)."**

During the 24-month period covered by the two most recent EEO Public File Reports, the employment unit filled eight full-time positions. Exhibit B includes a cover sheet for each outside vacancy filled during the relevant period. Each job vacancy cover sheet is followed by copies of advertisements, bulletins, letters, faxes, e-mails and other communications or records reflecting announcements of the open position.

- 3(c) "In accordance with Section 73.2080(c)(5)(v), the total number of interviewees for each vacancy and the referral source for each interviewee for all full-time Unit vacancies filled during the period covered by the above-noted EEO public file reports."**

The cover sheets in Exhibit B for each full-time position filled during the 24-month reporting period indicate the number of interviewees for each position, the referral source of each interviewee and the referral source of the hiree.

- 3(d) "Documentation of Unit recruitment initiatives described in Section 73.2080(c)(2) during the periods covered by the above-noted EEO public file reports, such as participation at job fairs, mentoring programs, and training for staff. Specify the Unit personnel involved in each such recruitment initiative. Also, provide the total number of full-time employees of the Unit and state whether the population of the market in which any station included in the Unit operates is 250,000 or more. Based upon these two factors, determine and state whether the Unit is required to perform two or four initiatives within a two-year period, pursuant to Section 73.2080(c)(2) and (e)(3)."**

Exhibit C includes a cover sheet noting each of the supplemental outreach initiatives undertaken by the employment unit during the 24 month period, the date(s) and personnel involved, followed by documentation reflecting performance of the initiatives. There currently are 48 full-time employees working for the employment unit. WPDE is not located in

a "smaller market," as defined in Section 73.2080 of the FCC's rules and, therefore, is required to perform four supplemental initiatives over the course of the 24-month period covered by these reports.

- 3(e) "Disclose any pending or resolved complaints involving the Station filed during the Station's current license term before any body having competent jurisdiction under federal, state, territorial or local law, alleging unlawful discrimination in the employment practices of the Unit on the basis of race, color, religion, national origin, or sex. For each such complaint, provide: (1) a brief description of the allegations and issues involved; (2) the names of the complainant and other persons involved; (3) the date the complaint was filed; (4) the court or agency before which it is pending or by which it was resolved; (5) the file or case number; and (6) the disposition and date thereof or current status. Note that all complaints must be reported, regardless of their status or disposition."**

The employment unit has not received or resolved any employment discrimination complaint since Barrington acquired the Station on February 6, 2006 (BALCT-20050727ALX).

- 3(f) "In accordance with Section 73.2080(b), from the first day of the Station's current license term (or the date the licensee became the owner, if after that date) until the date of this letter, describe the responsibilities of each level of Unit management responsible for implementing Unit EEO policies and describe how the Unit has informed employees and job applicants of its EEO policies and program."**

President/General Manager Mr. Huggins, who oversees the implementation of the EEO efforts and policies of the employment unit, is responsible for ensuring that the unit provides equal employment opportunity in all employment decisions. EEO Coordinate Ms. Revel plays an active role in ensuring that the Unit effectively implements its recruitment and related programs as an equal opportunity employer. Employees in Department Head and Supervisor level positions are responsible for understanding, communicating, observing and implementing the employment unit's EEO policy in all employment related matters so as to prevent discrimination and to provide equal employment opportunities to employees as well as applicants under consideration for positions at the employment unit.

Once the President/General Manager authorizes recruitment for a job opening, the pertinent Department Head is responsible for recording the opening of the position and recording information regarding interviewees on the Station's on-line intranet. The Department Head prepares a job posting description in compliance with EEO policies and provides the description to the EEO Coordinator (Mr. Olsen until May 2010 when he relocated and then Ms. Revel) who distributes notification to various recruitment sources designed to reach all segments of the community. The EEO Coordinator also takes the lead in preparing the Annual EEO Public File Report.

The unit provides notice to applicants of its basic EEO policy commitment on employment applications, on website postings, in newspaper advertisements and other publications of job notices. After employment begins, each employee receives a comprehensive Employee Handbook, prepared by Barrington Headquarters, which includes key company policies, including those on sexual harassment and equal employment opportunity. Each employee signs a certification that the employee has read and accepted the policies. The unit conspicuously posts on Station bulletin boards notice to employees of key employment rights, including instructions about how to submit a discrimination or sexual harassment claim.

Members of the employment unit periodically engage in training sessions to reinforce EEO legal requirements. For example, in January 2010, the station's then EEO coordinator attended an EEO workshop conducted by Scott Johnson, Esq., FCC counsel for the South Carolina Broadcasters Association. In May 2010 current EEO coordinator Linda Revel participated in a South Carolina Broadcasters Association webinar on navigating the FCC's equal employment opportunity rules, following up by sharing insights from the training session with all department managers.

**3(g) "In accordance with Section 73.2080(c)(3), from the first day of the Station's current license term (or the date the licensee became the owner, if after that date) until the date of this letter, describe the Unit's efforts to analyze its EEO recruitment program to ensure that it is effective and to address any problems found as a result of such analysis."**

The President/General Manager and EEO Coordinator annually assess the employment unit's recruitment efforts, workplace quality and diversity efforts. This review covers, for example, recruitment activities, referral sources used, recordkeeping activities and supplemental outreach initiatives. The annual review provides a regular opportunity to determine if there are areas in the recruitment and outreach process that may be made more effective. In addition, the unit's recruitment and EEO efforts are continually assessed throughout the year. For example, after Ms. Revel became EEO Coordinator in May 2010, she contacted various local schools and organizations and, as a result, added several new sources to the unit's standard recruitment list. Ms. Revel's standard practice has been to send a blast email to the array of sources on the recruitment list. Thus far during the current reporting period that commenced August 1, 2010, the unit has provided such notice to the Station's array of recruitment sources for the 16 full-time hires during that period.

**3(h) "In accordance with Section 73.2080(c)(4), from the first day of the Station's current license term (or the date the licensee became the owner, if after that date) until the date of this letter, describe the Unit's efforts to analyze periodically its measures taken to examine pay, benefits, seniority practices, promotions, and selection techniques and tests to ensure that they provide equal opportunity and do not have a discriminatory effect. If the Unit has one or more union agreements, describe how the Unit cooperates with each union to ensure EEO policies are followed for the Unit's union-member employees and job applicants."**

The employment unit strives to comply with all federal, state and/or local laws regarding pay, benefits, promotions, and selection techniques and tests to ensure that the Unit provides equal opportunity and does not discriminate against employees or applicants. As noted, the employment unit, with guidance and assistance from Barrington HQ and outside counsel, are responsible for ensuring equal employment opportunity in all employment related decisions.

The President/General Manager of the employment unit, in conjunction with Barrington HQ management, review compensation and benefit plans on a yearly basis in connection with preparation of a budget/business plan. Such reviews include reference to salary trends in the industry. The plans also are reviewed on an as-needed basis throughout the year. Any changes or adjustments to the compensation plans are approved by the President/General Manager and the relevant Department Head, with approval of Barrington HQ. In addition, Barrington HQ handles pension and health plans on a company-wide basis.

The employment unit is not a party to a collective bargaining agreement with any union.

- 3(i) **“If your entity is a religious broadcaster and any of its full-time employees are subject to a religious qualification as described in Section 73.2080(a) of the rules, so indicate in your response to this letter and provide data as applicable to the Unit’s EEO program. For example, for full-time hires subject to a religious qualification, only a record of the hire listed by job title and date filled, the recruitment sources used for the opening, and the source of the hiree must be provided. No other records are required for those hires. If five or more full-time positions are not subject to a religious qualification, the licensee must maintain and provide all records for such hires and complete the initiatives required under Section 73.2080(c)(2). Otherwise, a religious broadcaster is not required to perform these initiatives.”**


This request is not applicable.

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If you have any questions about the materials provided, please do not hesitate to contact me.

I certify that the statements in this Response Letter are true, correct and complete to the best of my knowledge and belief, and are made in good faith.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Warren Spector", written in a cursive style.

Warren Spector  
Chief Financial Officer

Attachments (Exhibits A-C)